

a1  
concl.

means for presenting a program guide screen containing a program listings region with the interactive television program guide;

means for presenting at least one banner advertisement adjacent to the program listings; and

means for allowing a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is on the banner advertisement.

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Sub a1

33. (Amended) A method for using an interactive television program guide that is implemented on user television equipment comprising the steps of:

a2

presenting a program guide screen containing a program listings region with the interactive television program guide;

presenting at least one banner advertisement adjacent to the program listings; and

allowing a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor while the highlight is on the banner advertisement.

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